

Development Code Update Project
Chapter 17.14
Signs

ARTICLE II DEVELOPMENT STANDARDS

CHAPTER 17.14 SIGNS

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17.14.010 Intent and Purpose

Intent and Purpose. The intent of this section is to promote commerce, traffic safety, and community identity while improving the quality of the visual environment. These objectives may be best achieved by implementing the following objective from the General Plan Community Design Element:

- Promote monument signs that effectively identify key institutional uses, public facilities, and special districts and characterize the theme of the area. Signs should be designed so that they feature styles and materials with traditional nature and are accompanied by landscaping at the base.
- Encourage attractive, large-scale signs/design elements be used to identify LLU, LLUMC, and Veterans Medical Center. Signs should be placed so that they are easily visible but do not pose a traffic safety concern. Signs should be designed so that they feature styles and materials with a traditional nature, and limit the use of plastic or highly reflective materials. They should be accompanied by landscaping at the base.
- Encourage the installation of repeating design elements (e.g., pole-mounted flags, street light-mounted banners, building mounted signs, bollards) to identify the boundaries of LLU and special pedestrian districts.
- Promote the addition or revision of directional signage to provide good way-finding to key locations within the community, including Loma Linda University, medical centers/hospitals, public facilities, or special districts. (Such off-site signs are not appropriate for other types of lands uses, such as individual commercial uses).
- Feature prominent display windows on the first floor of buildings with commercial and commercial service uses.
- Avoid the use of extremely bright or fluorescent hues (e.g. neon orange).
- Permit neon colors in conjunction with fast food when part of a recognized design theme.
- Avoid the use of unpainted, bare metal and highly polished metal materials.
- The appearance of entry monument signs should be made more attractive by adding

landscaping. Plant materials are needed to "soften" the hard surfaces created by the asphalt pavement, stamped concrete island, and hard edged stucco signs.

- Limiting the total amount of signing along City streets to an intensity that can be seen by motorists. This chapter intends to make every business more "findable," eliminate clutter and confusion and to promote visually attractive street graphics in the community.

17.14.020 Scope

Scope. The provisions of this section shall govern any words, letters, figures, emblems, designs, or other method of display on any material for visual communication which is used to advertise or promote the interest of any person, business, group, or enterprise and includes on- and off-premises devices as well as accessory or secondary advertising devices.

17.14.030 Definitions

Definitions. As used in this chapter, the following terms shall have the meanings set forth herein below:

A-frame. A portable sign made of wood, metal or similar material that has up to two sides of copy and or advertisement that are attached together at the top of the sign. A-frame signs shall not exceed three feet in height or width.

Activity. A business establishment under separate management from any other business establishment on the same site.

Advertising Statuary. An imitation, representation, or similitude of a person or thing which is sculptured, molded, modeled, or cast in any solid or plastic substance, material or fabric and used for commercial purposes.

Alteration. Any change of copy, color, size, shape, illumination, position, location, construction, or supporting structure.

Animated Signs. Signs designed to attract attention through movement or the semblance of movement of the whole or part, including, but not limited to, signs which swing, twirl, move back and forth or up and down, or signs which change color or shades of color; or any other method or device which suggests movement. Signs related to this definition include digital change-out signs, human signs, signs requiring manual movement, , but not including flags, banners and time and temperature signs.

Announcement or Bulletin Board Signs. Signs, permanent in character designed to accept changeable copy, handbills, posters, and matters of a similar nature.

Advertising Structure. A structure erected or maintained for outdoor advertising purposes upon which any poster, bill, printing, painting or other advertisement of whatever kind whatsoever may be placed for advertising purposes.

Area of Sign. Includes the entire area within any type of perimeter or border which may enclose the outer limits of any writing, representation, emblem, figure or character. The area of the sign having no such perimeter or border shall be computed by enclosing the entire area within parallelograms, triangles, or circles of the smallest size sufficient to cover the entire area of the sign and computing the area of these parallelograms, triangles, or circles. The area computed shall be the maximum portion or portions which may be viewed from any one direction.

Attraction Board or Reader Board. Equivalent terms which mean a changeable copy sign.

Balloon. A sphere of nonporous material filled with air or gas and is a maximum size of twelve inches in diameter.

Banner, Flag or Pennant. Any cloth, bunting, plastic, paper, or similar material used for advertising purposes attached to, or appended on or from any structure, staff, pole, line, framing, or vehicle. Flags referred to herein, when the flag is of a nation or of the state of California, and is displayed as such in an appropriate manner, shall be excepted from these regulations.

Beacon. Any stationary or moving light source or light with one or more beams that rotate or move located outside of or inside of a building, or within three feet of a window and flashing with one or more beams of light directed into the atmosphere or directed at one or more points not on the same lot as the light source.

Canopy Sign. Any sign attached to the underside or constructed upon a projecting canopy.

Center Identification Sign. A freestanding sign which advertises or directs attention to a shopping center or area having five or more separate businesses located in a single parcel. Center identification signs may identify multiple activities so long as the center is identified at the highest portion of the sign.

Changeable Copy Sign. Copy for temporary use, which copy is changed at periodic intervals for announcements and bulletin board signs.

Construction Sign. A sign stating the name of the future site occupant in an approved project and may include the name, address, and telephone number of businesses directly related to the construction project.

Convenience Sign or Directional Sign. A sign not larger than six square feet and not higher than three feet which provides directional information and is designed to be viewed on- or off-site by pedestrians and/or motorists.

Directly Lighted Sign. A sign which has light cast on the surface from an interior source. This term is equivalent to "internally illuminated."

Enhanced. A superior and distinctive level of architectural structural treatment.

Erect. Means to build, construct, attach, hand place, suspend or affix to or upon any surface.

Face of Building. The wall of a building fronting on a street, excluding any appurtenances, such as projecting fins, columns, pilasters, canopies, marquees, showcases, or decorations, but including any required parapet wall.

Flag. Includes flags of the USA, state, city or other governmental agencies and organizations. Materials are to be non-rigid and mounted on a flagpole that may show the name of a business or other advertising.

Flashing Sign. Lighted signs which in whole or in part disappear and reappear at periodic intervals, or arc intermittently on and off, with emphasis on the recurrence of light as in those types generally referred to as "nervous" signs, arrows, stars, etc., and/or beacon lights.

Freestanding Sign. Any sign in which the primary structural support is not a building and which is permanently anchored or attached on the ground.

Freeway. A highway in respect to which the owners of abutting land have no right or easement of access or in respect to which such owners have only limited or restricted right or easement of access, and which is declared to be such in compliance with the Streets and Highways Code of the state.

Freeway Gateway Sign. Signs supported by two or more aesthetically enhanced uprights, brace supports, or other similar structural components when utilizing earth as the holding base.

Freeway Pedestal Gateway Signs. Freestanding freeway signs which have an aesthetically enhanced single sculptured base or support structure, which is only allowed, on a conditional use basis, within one hundred feet from a freeway right-of-way.

Frontage. The length of a lot along a street or other principal public thoroughfare but not including such length along an alley or railroad.

Grade. The level of the public sidewalk or curb closest to the sign or the elevation at the base of the sign. See "height."

Height. The vertical distance from the uppermost point of the sign to the ground immediately below such point, or to the level of the upper surface of the nearest curb of a street or alley, whichever measurement permits the greater elevation of the sign.

Illegal Sign. Any sign placed without proper government approval and/or permits as required by the Loma Linda Municipal Code at the time said sign was erected.

Inflatable. A sphere or other geometrical or character shape of non-porous material filled with gas or air and of an unlimited size.

Lighted Sign. A sign which is illuminated by artificial means.

Logo. A trademark or company name or symbol.

Monument Sign. A sign, illuminated or not, detached from any building or structure which is generally horizontal in format, and which responds to form, materials, and colors of the building(s) which it is intended to advertise and incorporates the architectural style of the buildings on the premises, and which is supported by a solid base. The base of the sign structure shall be free of advertisement. The required characteristics of a monument sign are:

- a. The height of the sign, including the base, shall not exceed six feet in height. The dimensions of the sign shall have a square to horizontal format where the width of the sign is from one to three times the height;
- b. Proper proportions of the sign elements shall be observed and will be reviewed on a case by case basis;
- c. The sign shall be as close to the street as possible.

Non-Conforming Sign. A sign which was validly installed under laws or ordinances in effect prior to the effective date of this chapter or subsequent revisions, but which is in

conflict with the provisions of this chapter.

Off-Site Sign. Any sign which advertises or informs in any manner business, services, goods, persons or events at some location other than that upon which the sign is located.

Painted Signs. Signs painted in a professional manner, on the exterior surface of a building or structure; provided, however, if such signs have raised borders, letters, characters, decorations, or lighting appliances, they shall be considered wall signs.

Parcel or Lot of Real Property. A parcel or lot of real property as created by record, subdivision or certificate of compliance and having street or highway frontage.

Pole Sign. Any sign erected on one upright supported from the ground and which is not part of any building or structure other than a structure erected solely for the purpose of supporting a sign.

Political Sign. Any sign designating candidates for political office, political campaign, or ballot issues.

Portable Sign. Signs not designed to be attached to a building or anchored to the ground, including "A" boards, sandwich signs, and fence signs.

Precise Plan of Design. Graphic and related material associated with Section 17.30.310 of the Loma Linda Municipal Code. More specifically, it is the planning or implementation of any use of structure or combination of uses and structures on a legal parcel or parcels of land based on a comprehensive and complete design or plan treating the entire site and structure(s) as a single project.

Principal Structure. Any building containing a minimum of one thousand square feet of gross space and not housing accessory uses which are clearly subordinate and incidental to a principal use or activity located on the site or parcel or the largest building when multiple structures occupy a single parcel.

Projecting Sign. Signs other than wall and canopy signs which are suspended from or supported by a building or wall and which project from the building or wall.

Real Estate Signs. All signs and sign structures relating to the sale, lease or other disposition of the real property on which the sign is located and which are temporary in nature.

Revolving Signs. Signs, all or a portion of which rotate.

Roof Signs. Signs erected constructed and maintained upon or connected to the roof of any building.

Sign. A visible display of light or material which, either directly or indirectly, advertises, informs, identifies persons, objects, businesses, commodities, services or ideas.

Sign Copy. Any words, letters, numbers figures, designs or other symbolic representations incorporated into a sign.

Sign Structures. The supports, uprights, bracings, guy rods, cables, and framework of a sign.

Site. One or more parcels of land identified by the assessor's records and for which an integrated building development exists or has been proposed.

Supergraphic. A painted design which covers all or a major portion of a wall, building facade, or other structure. A "supergraphic" is a sign.

Temporary Signs. Signs erected for a temporary purpose, and time period, including banners, balloons, pennants, valances, or advertising displays constructed of cloth, or canvas, light fabric, cardboard, wall-board, wood, or other light material.

Wall Signs. Signs which are in any manner affixed to any exterior wall of a building or structure, the exposed face of which is in a plane parallel to or nearly parallel to the plane of the wall and which projects no more than twelve inches from the building or structure wall.

Window Sign. Signs painted, attached, glued, or otherwise affixed to a window or otherwise easily visible from the exterior of the building.

17.14.040 Permit Required

Permit required. A sign permit shall be obtained from the community development department and department of building and safety, prior to placing, erecting, re-erecting, moving, re-constructing, altering, maintaining, or displaying of any sign unless specifically exempted from such permit requirement by this chapter. (Ord. 370 § 1 (part), 1987)

- A. Permit. Applications for sign permits shall be made upon forms provided by the community development department and shall contain, or have attached thereto, the following information and material:

1. The name and address and telephone number of the premises;
 2. The name, address, and telephone number of applicant (owner of the sign);
 3. The name, address, and telephone number of the sign contractor if any and application preparer;
 4. The location of the building, structure, or lot to which, or upon which, the sign or other advertising structure is to be attached or erected, together with a statement showing the street frontage of such lot; and
 5. Two copies of a plan and elevations showing:
 - a. The sign height, size, color, type, style, elevation above final grade level, method of illumination and materials for the proposed sign,
 - b. The location, size and height of all signs and structures existing on the premises at the time of making such application;
 - c. Such other information, including structural details and calculations, as the Community Development Department shall deem reasonable and necessary to ensure safety of construction and compliance with the intent of this chapter.
- B. Building Permit. A building permit shall also be obtained from the Building and Safety Division after the sign permit has been approved by the Community Development Department.
- C. Exemption. Where signs are exempted from the permit requirement, such exemption shall not be construed as relieving the owner of the sign from the responsibility of its erection and maintenance and its compliance with the provisions of this chapter or any other law regulating the same and any fee pertaining thereto.

17.14.050 Temporary Signs

- A. Temporary sign permits are required for supplemental signs intended for temporary display. This section shall not authorize signs identified as prohibited by Section 17.18.250 of this chapter. Temporary sign permits shall be reviewed and issued by the Community Development Department. The following requirements shall apply:

1. All banners must be fixed to a building and hung below a roof cave or mounted on metal, PVD or plastic poles in the ground within private property.
 2. All banners shall be professionally made and constructed of cloth, canvas, vinyl, plastic, or similar material and have slits for proper wind resistance, where necessary.
 3. No banner may exceed thirty-two square feet in sign area.
 4. One display banner is allowed per building or street frontage. In the case of a multi-tenant building, one display per storefront shall be allowed. As a substitute for 17.18.080, a wall-mounted banner sign, one pole-mounted banner sign *per* property street frontage is permitted.
 5. Display time for business banners for purposes other than grand openings or for commercial uses shall be permitted for a period not to exceed thirty consecutive days and not more than four times in one calendar year. There shall be a minimum period of thirty days between banner displays. As an alternative, specific non-consecutive dates can be identified in writing to allow a business banner to be displayed no more than one hundred and twenty days per calendar year.
 6. Grand openings that involve exterior display, and/or activities shall be subject to a special events permit and shall not be subject to the requirements stated above. Special events permits shall be approved on a case-by-case basis possible conditions by the administrative review committee (ARC). Festoons, inflatable balloons, balloons, flags, and beacons may be approved as part of the special events permit subject to the approval of ARC. (Ord. 617 § 2, 2003; Ord. 370 § 1 (part), 1987).
- B. Temporary Permits – One Hundred-Eighty-Day Signs. A temporary, one-hundred-eighty-day sign permit may be issued by the Community Development Department to identify the site of a future approved development. Such sign shall not exceed fifty square feet for sites/parcels not adjacent to the freeway. Signs along freeway frontage shall not exceed one hundred square feet and must be erected parallel to freeway. Such permits may be extended by the Community Development Department for additional one-hundred-eighty day periods upon written request by the applicant. Double frontage parcels may have a sign for each frontage. Temporary for one-hundred-eighty-day signs shall be of permanent construction, such as wood or similar material, without such devices as banners and flags.

- C. Temporary Permits-Directional and Business Signs During Construction. A temporary sign permit may be waived by the Community Development Department for temporary signs that identify businesses and directional signs for ingress and egress to a business site where construction or disruption of a public right-of-way has altered ingress and egress to the site, or where the effectiveness of the approved signing has been impaired by such construction or disruption. The requirement for a temporary sign permit may also be waived by the community development department for temporary signs that identify a business where the approved and permitted primary sign has not been erected or constructed. The number, type, size, location and duration of such temporary signs shall be determined by the Community Development Department and any approval of said sign shall be with conditions determined to be reasonable under the circumstance.

17.14.060 Signs Permitted in Residential Zones

- A. Signs permitted without a sign permit. The following signs are permitted in Single-Family (R-1) zones; Two-Family Residence (R-2) zones, and mobile home subdivision (R-MH) zones without a sign permit:
1. One nameplate, lighted or unlighted, not exceeding one square foot indicating the name and/or address of the occupant;
 2. One unlighted sign not exceeding six square feet to advertise the lease, rent, or sale of the premises. Such sign shall be located not closer than five feet from the front property line and not exceed three feet in height from the ground at the base of the sign;
 3. Painting, repainting, cleaning or other maintenance of a permitted changeable copy sign unless a change in structure size, height, or location is made.
- B. Signs permitted in the R-3 zone without a sign permit. The following signs are permitted in the multiple-family (R-3) zone:
1. One for lease, rent or sale of the property sign, unlighted, for each street frontage, not exceeding ten square feet. Such sign shall be located not closer than five feet from property line;
 2. One nameplate, lighted or unlighted, indicating the name and/or address of the occupant, not exceeding thirty-two square inches;
 3. Painting, repainting, cleaning or changing the copy message of an

advertising structure unless a change in structure size, height, or location is made.

17.14.070 Signs Permitted in the Administrative Professional Zone

- A. Signs permitted without a sign permit. following signs are permitted in the Administrative-Professional Office (AP) zone without a sign permit:
1. One for lease, rent, or sale of the property sign, unlighted, for each street frontage, not exceeding ten square feet;
 2. One nameplate, lighted, or unlighted, indicating the name and/or address of the occupant, not exceeding one square foot;
 3. The changing of advertising copy of messages on permitted bulletin boards and similar signs specifically designed for the use of replaceable or changeable copy, unless electrical alterations are made;
 4. Painting, repainting, cleaning, or changing the copy or message of an advertising structure unless a change in structure size, height, or location is made.
- B. Signs requiring a sign permit: the following signs, lighted or unlighted, indicating the name of the building, occupant, or principal uses to which the building is being put to use not to exceed one sign per building:
1. One wall sign; or
 2. One monument sign; or
 3. One painted sign; or
- C. Signs requiring a master sign program: buildings or related groups of buildings with a floor space area in excess of thirty thousand square feet shall apply for a master sign program for signs.
- D. Aggregate area of signs permitted: The maximum total area of the signs in this section shall not exceed one square foot of sign area for each two lineal feet of street frontage. Developments which display a superior sign design, may be allocated an additional sign square footage (bonus) not to exceed ten percent of the basic sign allocation.

- E. Parcels with street frontage of three hundred feet or greater and at least five activities may obtain a second monument sign located new the second driveway access to the site.
- F. A minimum of fifty feet must separate monument signs.
- G. Monument signs may contain multiple tenant graphics each of uniform size, material and a maximum of four colors.
- H. One permitted monument sign per use may be allowed as a right-of-way encroachment provided review and issuance of an encroachment permit by the City is accomplished; such an encroachment sign shall not exceed four feet in height.
- I. If a multi-user center (at least five activities), the center must be graphically identified at highest portion of sign.

17.14.080 Signs Permitted in the C-1, C-2, C-G, C-F, C-N, C-M, I-C and M-R zones.

- A. Signs permitted without a sign permit. The following signs are permitted without a sign permit in the neighborhood business (C-1), neighborhood commercial (C-N), general business (C-2), general commercial (C-G), commercial freeway (C-F), commercial manufacturing (C-M), industrial commercial (I-C) and restricted manufacturing (M-R) zones:
 - 1. The changing of advertising copy or messages on permitted bulletin boards and similar signs specifically designed for the use of replaceable or changeable copy, unless electrical alterations are made;
 - 2. Painting, repainting, cleaning or changing the copy or message of an advertising structure shall not be considered an erection or alteration which requires a sign permit unless a change in structure size, height, or location is made;
 - 3. Nameplates, real estate signs, (one for lease, for rent or for sale sign), traffic-control signs during the construction or remodel of a large commercial development.

4. One lighted or unlighted sign for service and delivery identification per use may be placed on the rear of the building, The area of such sign shall not exceed two square feet;
5. Two on-site directional signs per drive approach, or such on-site directional signs may be placed upon structures but limited in size to letters not exceeding twelve inches in height and a total of six square feet per sign with a maximum of two such signs. The size of each such drive approach sign shall not exceed six square feet in area and three feet in height;
6. Window signs: Not more than twenty-five percent of the total transparent area of any window shall be obscured.
7. A-frame signs that are located on private property shall be exempt from requiring a permit. One A-frame sign shall be removed from display at the end of every business day. A-frame signs shall be secured to the ground or structure while being displayed. A-frame signs shall be placed directly in front of the business and shall be on private property. The location of the A-frame sign shall not obstruct vehicles from view of traffic or obstruct within pedestrian walkways and shall comply with clearance requirements established by the American Disabilities Act.

B. Signs requiring a sign permit:

1. One wall or painted sign per activity, lighted or unlighted, which identifies the business and/or commodity sold. Such signs shall not exceed one square foot in area for each front foot of the lot or parcel upon which the structure is located. Freestanding monument signs are permitted as outlined in this section.
2. When two or more uses or occupancies are located on a single lot or parcel, each occupant shall be allocated a proportionate share of the total permitted sign area as determined by the following formula:

Area per Individual Frontage footage of Total width occupancy: individual occupancy x of parcel

Total front footage of combined occupancy (Total building width)

- C. Activities with frontage on more than one street shall be permitted additional wall, or painted signs within the allowable sign area based on the applicable lot front-age. In establishing the sign area in accordance with the formula set forth above, only the lineal footage of the street upon which such signs face shall be

used in the computations, and that sign area shall be the maximum permitted on that street frontage.

D. In addition to signs as permitted by subsections (B)(1) and (B)(2) of this section (area for wall signs), parcels may have a monument sign or a freestanding identification sign as follows:

1. Parcels with street frontage of three hundred feet or greater may establish a second monument sign located near the second driveway access to the site.
2. Parcels which have five or more activities and at least one hundred feet of street frontage may establish a monument sign.

E. In lieu of a monument sign, centers which have five or more activities and at least five hundred feet of street frontage on one side may establish one freestanding sign per frontage, provided that there is driveway access on the second street frontage to the center. The freestanding sign shall not exceed twenty-five feet high, measured from the average street elevation immediately adjacent to the sign, but not exceeding thirty-five feet high from the average elevation at the base of the sign; such sign having at least two ground supports and may have a base.

Sign plans for all development proposals must be submitted at the same time as other required permit application information is provided to the Community Development Department.

1. A minimum of fifty feet must separate all monument and freestanding signs on the subject premises or on a parcel of any adjacent parcels.
2. A monument sign and freestanding signs where they identify multiple activities on a single parcel, the center must be graphically identified at the highest portion of the sign.

F. One permitted monument sign per use may be allowed as a right-of-way encroachment provided review and issuance of an encroachment permit by the city is accomplished; such an encroachment sign shall not exceed four feet in height.

G. Activities with frontage on the right-of-way of the interstate freeway and at least one other public right-of-way shall be allowed a sign area determined as the total of one square foot of sign area for each one lineal foot of street frontage plus

one-half square foot of sign area for each one lineal foot of freeway frontage.

1. The sign area as herein determined may be equally divided between two wall signs with only one sign per building elevation. Activities located in an end unit of a multitenant (greater than two) structure may divide the allowable sign area among three wall signs with only one sign per building elevation.
 2. One additional under-canopy sign which indicates the name of the business or commodity sold shall be permitted. Such under-canopy sign shall not exceed one foot in width and four feet in length and shall not be subtracted from the sign area as calculated on the frontage.
 3. Multiple Occupancies. When two or more uses or occupancies are located on a single lot or parcel, or condominium or common area developments, each occupant shall be allocated a proportionate share of the total permitted sign area as determined by the following formula:
$$\text{Area per individual occupancy} = \frac{\text{Front footage of individual occupancy} \times \text{Total frontage}}{\text{Total front footage of combined occupancy (Total building width)}}$$
 4. Allowable signage can be allocated among the various permissible signs in this section.
- H. Freeway Gateway Sign. Activities having frontage along the interstate freeway may apply for a freestanding gateway sign adjacent to said freeway by conditional use permit application if they meet the following criteria:
1. The sign must be located on the same property as the use advertised; and
 2. The parcel must have a minimum of two hundred linear feet of freeway frontage; and
 3. Be located on a freeway frontage parcel consisting of no less than three acres; or
 4. Have principal structures consisting of a collective total of not less than fifty thousand square feet on a free-way parcel.
 5. Only one freestanding gateway sign will be permitted per parcel.
 6. The maximum height for a freeway gateway sign is forty feet from the

elevation grade of the southerly edge of the freeway roadway (travel lane) at a point closest to the base of the sign.

7. Freeway gateway signs may identify multiple activities on a specific parcel. Such signs may not exceed two hundred fifty square feet in area per face regardless of the number of activities on the parcel.
 8. No two freeway gateway signs shall be located closer than one hundred feet to each other.
 9. Freeway gateway signs shall have letters/numbers which are a minimum of one foot in height and a maximum of five feet in height if located within twenty-five feet of a freeway right-of-way.
 10. Freeway gateway signs which are located greater than twenty-five feet from a freeway right-of-way may have letters/numbers larger than five feet.
- I. Freeway Center Identification Signs. Activities involving multiple parcels may apply for one separate freestanding center identification sign if one or more of said parcels has frontage on the Interstate Freeway. Approval of a freeway center identification sign does not preclude individual properties from applying for freeway gateway signs pursuant to Section 17.14.030. Freeway center identification signs are subject to the issuance of a conditional use permit if they meet the following criteria:
1. Signs will be reviewed for compatibility with all other signage on the parcels in question including individual freeway gateway signs.
 2. Signs must identify all of the parcels as a single center by a proper name for the center that is intended to be commonly used in other media to identify the properties. The name of the center shall be a dominant element of the sign by location, size and prominence in the sign design.
 3. Signs may identify individual activities provided that the means of identification is provided in a uniform format in size and placement on the sign and size of lettering.
 4. No two freeway center identification signs shall be located closer than five hundred feet to each other.
 5. Parcels eligible for a freeway center identification sign shall be integrated

in design and layout by at least one common feature being either significant common open space, a common private street, driveway or parking facilities.

6. Eligible properties must comprise an area of at least five acres.
7. Only one freeway center identification sign per center.
8. The maximum height for a freeway center identification sign is fifty feet from the elevation grade of the southerly edge of the freeway roadway (travel lane) at a point closest to the base of the sign.
9. The center, as a collection of parcels, must have a minimum of five hundred linear feet of freeway frontage.
10. Freeway center identification signs shall have letters/numbers which are a minimum of one foot in height and a maximum of five feet in height if located within twenty-five feet of a freeway right-of-way.
11. Freeway center identification signs which are located greater than twenty-five feet from a freeway right-of-way may have letters/numbers larger than five feet.
12. Sign Enhancement Criteria. Maximum height of freeway center identification signs maybe extended to one hundred feet, subject to all criteria contained in subsection (I) of this section, except:
 - a. Eligible area intended to be identified as part of the sign must comprise at least twenty acres;
 - b. Freeway center identification signs shall not be located closer than one thousand feet to another freeway center identification sign;
 - c. The freeway center identification sign shall serve a collection of parcels having one thousand linear feet of freeway frontage;
 - d. The following criteria for height extension of a freeway center identification sign shall be considered:
 - i. The ability of the sign to contribute to the health of businesses in the community, in competition with similar commercial uses in other cities and surrounding areas,

- ii. The compatibility of the sign with adjacent land uses and its immediate environment,
- iii. The finding that a larger freeway gateway sign identifying a larger area and with greater sign separation would be more effective than a freeway gateway sign strictly conforming to the Municipal Code,

17.14.090 Permitted signs-Industrial Zone.

- A. Signs permitted without a sign permit. The following signs are permitted in the institutional zone:
 - 1. One for lease, rent, or sale of property sign, unlighted, for each street frontage, not exceeding ten square feet;
 - 2. One nameplate, lighted, or unlighted, indicating the name and/or address of the occupant, not exceeding one square foot;
 - 3. The changing of advertising copy or messages on permitted bulletin boards and similar signs specifically designated for the use of replaceable or changeable copy unless electrical alterations are made;
 - 4. Painting, repainting, cleaning, or changing the copy or message of an advertising structure unless a change in structure size, height, or location is made.
- B. Signs requiring a sign permit: the following signs, lighted or unlighted, for building identification purposes:
 - 1. One wall sign, a maximum of one hundred square feet per structure;
 - 2. One under-canopy sign not exceeding six square feet per face or one wall-mounted sign not exceeding twelve square feet for the identification of an individual use or product sold. Such sign may be lighted or unlighted.
 - 3. Glass door sign: not more than twenty-five per-cent of the area of a glass door shall be devoted to sign area;
 - 4. Parcels may have monument signs as follows:

- a. Parcels with street frontage of three hundred feet or greater may establish a second monument sign located near the second driveway access to the site.
 - b. Parcels which have five or more activities and at least one hundred feet of street frontage may establish a monument sign. Sign plans for all development proposals must be submitted at the time as other required permit application information is provided to the Community Development Department.
 - c. A minimum of fifty feet must separate all monument signs on a parcel or any adjacent parcels.
 - d. Sign square footage allocated to a parcel shall not exceed one square foot in area for each two lineal feet of street frontage.
5. One permitted monument sign per use may be allowed as a right-of-way encroachment provided review and issuance of an encroachment permit by the City is accomplished; such an encroachment sign shall not exceed four feet in height.
 6. Developers of parcels, two gross acres or greater; are required to submit, for City approval, a master sign program. The master sign program and any subsequent changes shall be submitted to the Planning Commission. (Ord. 565 § 4, 1998; Ord. 388 § 4, 1988; Ord. 370 § 1 (part), 1987)

17.14.120 Permitted signs-All Zones.

- A. Notwithstanding any other provisions of this chapter, the following signs are exempt from the provisions of this chapter permitted :

EXEMPT SIGNS

Sign Type	Max. Number	Max. Sign Area	Max. Sign Height	Additional Requirements
Official notices issued or required by any court or public body				
Permanent window signs	One sign per window	25% of the glass area which the sign is located		<ul style="list-style-type: none"> Allowable aggregate of window sign(s) area shall include areas of allowable wall signs

Signs within a structure and not visible from the outside				
Memorial signs and plaques installed by a civic organization recognized by the Council				
Official flags of the United States, the State of California and other states of the nation, countries, municipalities, official flags of foreign nations, and nationally or internationally recognized organization				
Identification signs on construction sites identifying all contractors and other parties (including lender, realtor, subcontractors, etc.	One Directory or pictorial display per street frontage or entrance. Max. of two	32 s.f.	8 ft.	<ul style="list-style-type: none"> Each sign shall be removed prior to issuance of a Certificate of Occupancy. Authorize upon issuance of a grading permit
Political signs				<ul style="list-style-type: none"> Regulated by City Council
Real Estate/Open House sign for residential properties	One per street frontage	4 s.f.	5 ft.	<ul style="list-style-type: none"> Non-illuminated. To be removed within 15 days after the close of escrow, rental or lease of the property
Real Estate sign for Commercial & Industrial properties	One per street frontage	32 s.f.	8 ft.	<ul style="list-style-type: none"> To be removed upon sale, lease or rental of property
Future tenant identification sign on vacant or developing property to advertise the future use of an approved project on the property and where info may be obtained	One per street frontage	32 s.f.	8 ft.	<ul style="list-style-type: none"> Single faced and shall be removed upon the granting of occupancy by the City.
Incidental signs for automobile repair, service stations, auto dealers with service repair, motels and hotels, showing notices of services provided or required by law, trade affiliations, credit cards, and the like	Four double-faced signs	3 s.f.	May not project above eave line	<ul style="list-style-type: none"> Attached to the structure or building. May not project beyond property line.
Copy applied to fuel pumps or dispensers such as fuel identification, station logo, and other signs required by law				
Directional signs to aid vehicle and pedestrian traffic		3 s.f.	4 ft. above grade	<ul style="list-style-type: none"> Mounted on a monument or decorative pole. May be located in a required setback provided that a min. distance of 5 ft. from any property line is maintained.
Name plate	One per occupied unit	2 s.f.		<ul style="list-style-type: none"> On wall or door
ATM/Kiosk sign				
Under canopy sign	One per entrance	6 s.f.		<ul style="list-style-type: none"> Beneath canopy or marquee with at least 7' clearance from the

				sidewalk <ul style="list-style-type: none"> • All under canopy signs shall be uniform in color and design for all tenant identification within a center • Electrical permit required for illumination
Business Information	One per main building entrance	4 s. f.		<ul style="list-style-type: none"> • Intended to provide only name, address, telephone, business hours, and emergency information of occupant
Crime Prevention		6 s.f.	10 ft.	<ul style="list-style-type: none"> • Subject to authorization and conditions from the City. Only at designated locations and for specific periods of time.
Project Identification Sign (Temp)	Two for subdivisions more than 5 acres, otherwise one sign	76 s.f.	15 ft.	<ul style="list-style-type: none"> • All signs shall be removed within 30 days after the sale/rental of the last unit in the subdivision. • Refer to Sec. XXX for regulations pertaining to off-site subdivision signs

SIGN REGULATIONS BY LAND USE CATEGORY

Sign Class	Sign Type	Max. Number	Max. Area	Max. Height	Location Requirement	Additional Requirements
A. Signs Permitted in Residential Districts						
Apartment	Wall or monument	One per street frontage	24 s.f.	Below eave line for wall sign and 6 ft. for monument sign	5 ft. setback from property line	<ul style="list-style-type: none"> • Sign shall be internally lighted • Not to exceed 430 sq. ft. • Address may be included, but is not part of max. sign area
Neighborhood Identification	Wall or monument	Two per major entrance	30 s.f.	6 ft.	At major entrances to projects or neighborhoods	<ul style="list-style-type: none"> • Copy limited to project or neighborhood name only • Shall not be internally lighted • Allowed only if maintenance

						responsibility assigned to community association
Mobile Home Park Identification	Wall or monument	One per street frontage	24 s.f.	6 ft.	May not be located in a required setback area adjoining a street	
B. Signs Permitted in Commercial/Office Districts						
Business Identification (Single Tenant)	Wall and/or monument	One each per street or parking frontage	One-half s.f. of sign area per lineal foot of building fronting on a street 24 s.f. max.	Below eave line for wall sign and 6 ft. for monument sign	Shall be set back 5 ft. from property	<ul style="list-style-type: none"> Address may be included, but is not part of max. sign area
Building Identification (Multiple Tenant)	Wall Or Monument	One per street frontage	One-half s.f. of sign area per lineal foot of building fronting on a street 40 s.f. max	Below eave line		<ul style="list-style-type: none"> Copy shall pertain only to the name of the building. Illumination shall be reverse backlit, channel lit or directly illuminated Address may be included, but is not part of max. sign area
		One per street frontage	One-half s.f. of sign area per lineal foot of building fronting on a street 40 s.f. max	8 ft.	Shall be set back 5 ft. from property	<ul style="list-style-type: none"> Copy shall pertain only to the name of the building. Illumination shall be reverse backlit, channel lit or directly illuminated Address may be included, but is not part of max. sign area
Business Identification (Multiple Tenant)	Wall	One per street or parking lot frontage	One-half s.f. of sign area per lineal foot of building fronting on a street or parking lot. 24 s.f. max.	Below eave line	Wall or canopy	<ul style="list-style-type: none"> Signs shall not be internally illuminated. Address may be included, but is not part of max sign area
Pedestrian Bus.	Wall or monument	To be determined	15 s.f.	6 ft.	May not be located in	<ul style="list-style-type: none"> To identify tenants and

Directory (Multiple Tenant)	sign	by the Director			any required setback	provide directions to individual establishments
High rise bldg. (4 stories or more) Building Identification	Wall sign	Two per bldg.	225-500 s.f.		Above the windows of the highest floor and below the eave line	<ul style="list-style-type: none"> Copy is limited to one company name per building side arranged in a single line. Company logos may be used in combination with letters. Signs shall be designed to be compatible with the architecture of the buildings Address may be included, but is not part of max. sign area
High rise bldg. (4 stories or more) Secondary Tenant Identification	Wall sign	Four per bldg.	24 s.f. per sign. Max letter height - 24"	Below the second floor		
High rise bldg. (4 stories or more) Center or Project Identification	Monument	One per street frontage	40 s.f. per face	8 ft. above grade or max. of 4 ft. above top of planter or landscape mound	At main entrance	<ul style="list-style-type: none"> Shall contain only the name of the center or project, no tenant information Address may be included, but is not part of max. sign area.
C. Signs permitted in all Commercial and Industrial Districts (except CO district)						
Single Tenant -business identification	Wall or canopy	One single face sign per bldg., per street or parking lot frontage. Max. 4 signs per business	1.5 s.f. of sign area per each lineal foot of bldg. fronting on a street up to 100 s.f max. In addition, 1.5 s.f. of sign area per each lineal fot of the bldg.'s secondary	May not project above eave line	May be located on parapet or canopy	<ul style="list-style-type: none"> Secondary elevations must have street frontage or parking lot frontage. Address may be included, but is not part of max. sign area.

			elevations. 50 s.f. max			
Single Tenants – 15,000 s.f. or larger	Wall or canopy	One primary and up to four info signs per primary bldg. frontage. One primary sign per secondary wall. Max. 4 signs per business	.75 s.f. of total sign area per each lineal ft. of the building wall length	May not project above eave line	May be located on parapet or canopy	<ul style="list-style-type: none"> Secondary walls must have street frontage or parking lot frontage. Informational and/or secondary signs are allowed on the primary wall only. Two signs for the first 100 ft., one sign per 50 additional feet up to a max. of 4 signs Max size of each informational sign is 15% of primary sign area. 24" max. height. Address may be included, but is not part of max. sign area
Single Tenants– 50,00 s.f. or larger	Wall or canopy	One per street or parking lot frontage.	1.5 s.f. of sign area per lineal ft. of bldg.	May not project above eave line		<ul style="list-style-type: none"> Address may be included, but is not part of max. sign area
Business identification	Projecting	One double face sign per street frontage	25 ft. max. per face	May not project above eave line	Must be attached to the bldg. to which the copy related.	<ul style="list-style-type: none"> Authorized in lieu of a wall sign. Authorized only where no building setback is required. Address may be included, but is not part of max. sign area
Business Identification	Monument or pole sign with decorative pole cover	One double face sign per street frontage	75 s.f. per face	25 ft. above grade	Must not create traffic hazard at corners or driveways	<ul style="list-style-type: none"> Min. street frontage of 100 ft. required. May be located within 5 ft. of public ROW Address may be included, but is not part of max. sign area
Drive thru restaurants	Menu board	Two per bldg.	45 s.f.	8 ft.	Shall not be located so as to be a hazard for driveway or corner radius	

Drive thru restaurants	Secondary wall signage	One per street or parking lot frontage per business, 2 max.	1.5 s.f. of sign area per each lineal foot of bldg. fronting on a street. 100 s.f. max. sign area. In addition, 1.5 s.f. of sign area per each lineal ft. of the bldg's rear elevation if a public entrance is provided from a rear street or parking lot. 50 s.f. max.	May not project above the eave line.	May also be located on parapet or canopy.	
Freeway business identification (on-site)	Monument or pole sign with decorative cover.	One double- face sign per business.	200 s.f. per face	50 ft. above freeway grade.	Shall be set back 5 ft. min. from property line.	<ul style="list-style-type: none"> Address may be included, but is not part of max. sign area.
High Rise Buildings (4 stories or more) Building Identification	Wall sign	Four per bldg.	225-500 s.f.		Above the windows of the highest floor and below the eave line	<ul style="list-style-type: none"> Copy is limited to one company name per building site arranged in a single line Company logos may be used in combinations with letters Signs shall be designed to be compatible with the architecture of the building Address may be included, but is not part of max. sign area.
High Rise Buildings Tenant identification)	Wall sign	Four per bldg.	24 s.f. max per sign. Max letter height – 24"	Below second floor		
High Rise Buildings Center or Project Identification	Monument	One per street frontage	40 s.f. per face	8 ft. above grade or max. of 4 ft. above top of planter or landscape mound	At main entrance	<ul style="list-style-type: none"> Shall contain only the name of the center or project, no tenant info. Address may be included, but is not part of max.

						sign area.
<p>MULTI-TENANT CENTERS</p> <p>Multiple Tenant Center Identification</p>	Monument or pole sign with decorative pole cover	<ul style="list-style-type: none"> One double-face sign per street One additional sign okay if a street frontage is longer than 1,200 ft. 	125 s.f. per face	35 ft.	Shall not be located so as to be a hazard for driveway or corner	<ul style="list-style-type: none"> Min. street frontage of 200 ft. required Sign may identify center and/or up to 3 major tenants Planter base or landscape area equal to or greater than 4 time the area of one face of a sign Vertical clearance of 10ft. required for freestanding signs projecting over vehicular passageway A minimum of 20% of the sign area shall be dedicated to center identification. Address may be included, but is not part of max sign area.
Freeway Regional Mall Identification (On-site or off-site)	Monument or pole sign with decorative pole cover	One double-face sign per business	200 s.f. per face per anchor tenant	50 ft. above freeway grade; up to 75' above freeway grade based upon flag test.	Shall be set back 5 ft. from property line	<ul style="list-style-type: none"> Commercial areas of a regional nature may qualify subject to approval of a Sign Program Auto Malls qualify under this provision Address may be included, but is not part of max sign area.
Freeway Multi-Tenant Center Identification (On-site)	Monument or pole sign with decorative cover	One double-face sign per business	100 s.f. per face per anchor tenant	50 ft. above freeway grade	Shall be set back 5 ft. from property line	<ul style="list-style-type: none"> Address may be included, but is not part of max sign area.
Business Directory	Freestanding	One per street or parking lot frontage	32 s.f. per face	8 ft.		<ul style="list-style-type: none"> Intended to list only the names addresses of on-site occupants
SERVICE STATION Service Station Identification	Wall	One per street or parking lot frontage, max. 3	1.5 s.f. of sign area per each lineal ft. of bldg. fronting on	May not project above the eave line		

			a street			
SERVICE STATION Service Station Identification	Monument or Pole Sign	One double-face per street frontage	75 s.f. per face	25 ft.		<ul style="list-style-type: none"> • Minimum street frontage of 100 ft. required • Two double-face signs can be combined into one 4-sided sign • Secondary signage is allowed to count for up to 50% of total signage, and the combined area of all signs shall not exceed maximum sign area • Address may be included, but is not part of max. sign area.

1. Public notices posted by any public officer in the performance of a public duty or for any person in giving legal notice;
2. Traffic directional, warning, or information signs (such as smog check signs and gasoline price signs) required or authorized by any public body;
3. Official signs used for emergency only;
4. Permanent memorial or historical signs, plaques or markers;
5. A sign erected in or near the City boundary which sign contains the name of the city and the names of, or any other information regarding civic, fraternal or religious organizations located therein;
6. Signs not exceeding two square feet erected for the convenience of the public, such as signs identifying rest areas, restrooms, public telephones, walkways and similar features or facilities;
7. One directional sign per drive approach not to exceed three square feet per thee; such signs may be double-faced. Such signs shall be for traffic directional purposes and shall not bear the name nor symbol of a business entity;

8. Permanent off-site signs utilized to direct pedestrians or motorists to a particular location may be permitted, subject to Planning Commission approval, under the following conditions:
9. Such signs shall not exceed four square feet,
10. Lighted signs may be permitted if located not closer than one hundred feet to a residence,
11. Such signs shall be permitted in any zone to direct traffic to I zone uses,
12. No such directional sign shall be placed on public rights-of-way without prior approval of the City Council;
13. Signs placed in the advertising panel of the OMNITRANS bus shelter/advertising structure are subject to the following provisions:
 - a. A sign permit must be obtained to establish the advertising panel. Issuance of the sign permit is contingent upon:
 - b. An agreement between the City and OMNITRANS establishing the bus shelter/advertising structure program. The agreement is to stipulate maintenance and other aspects of administration of the program,
 - c. Issuance of an encroachment permit,
 - d. Issuance of building permits,
 - e. No sign shall exceed twenty-five square feet,
 - f. No more than one advertising panel (two-sided) per shelter is permitted,
 - g. No sign shall exceed four colors,
 - h. The advertising structure shall be made available free of charge for noncommercial advertisements of the City and non-profit organizations upon the following:
 - i. A minimum of thirty days notice, in writing, to OMNITRANS,

- ii. If approved by OMNITRANS, the ad shall be in place for no more than ten days,
- iii. Advertising copy is the responsibility of the applicant.

17.14.130 Planning Commission Authority

The Planning Commission is authorized by the City Council to approve the aesthetics of center identification signs; signs of projects of two gross acres or more; master sign programs; and unusual or unforeseen situations not addressed by this chapter.

17.14.140 Construction Sign Permitted When

A construction sign not exceeding fifty square feet and which denotes the architect, engineer, owner or contractor may be maintained on an active construction site. It shall be removed not later than five working days after the building official shall have determined the project to be complete.

17.14.150 Off-Site Subdivision Directional Signs.

- A. Off-site subdivision directional signs may be used to lead customers to the subdivision sites within the City. The number and locations of such signs shall be as set forth by resolution of the City Council.
- B. Signs shall be no longer than sixty inches by nine inches and shall be grouped on a two-sided sign structure as shown in "Exhibit A," attached to Ordinance 322. Such structure shall contain no more than seven tract identifications.
- C. An off-site subdivision directional sign structure shall be located not less than six hundred feet from another off site subdivision directional sign structure site.' Further, each sign may only contain the name of the subdivision, and a directional arrow.
- D. The placement of each sign structure shall be reviewed and approved by the Community Development Director and is subject to a sign permit.
- E. A right-of-way encroachment permit shall be obtained from the Director of Community Development prior to the placement of all signs.
- F. A sign location plan shall be submitted to and approved by the Director of

Community Development prior to the placement of all signs.

- G. Any such sign approved for a particular subdivision within the City shall not be changed to advertise another subdivision without prior approval of the Community Development Director.
- H. There shall be no additions, tag signs, streamers, devices, display boards, or appurtenances added to the sign as originally approved. Further, no other directional signing may be used such as posters, or trailer signs.
- I. The sign shall be allowed until subdivision is sold out.
- J. The off-site subdivision sign program may be implemented and installed through the Building Industry Association (BIA) if an agreement is approved for the regulation and control between the City and BIA. All off-site subdivision signs shall be regulated and installed per the agreement and approvals between the BIA and the city. The BIA shall not install new structures without the express written consent of the Community Development Director. (Ord. 650 § 2, 2006: Ord. 370 § 1 (part), 1987)

17.14.160 Temporary On-Site for Sale or Rent Signs

Temporary real estate signs advertising real property which has been subdivided or developed for the purposes of sale, rent or lease shall be permitted without a permit, subject to the following conditions:

- A. The construction of any sign shall be in strict compliance with the provisions of this chapter and all other laws of the City.
- B. The sign shall remain only as long as some portion of the property advertised for sale or rent remains unsold or unleased, or for a period of two years from the project completion, vacancy or recordation of the final map, whichever period is the shorter. Subject to review and approval by the planning commission, such time may be extended for subdivisions one year provided there is still a bona fide offering of lots in the subdivision for sale. Not more than one such extension may be granted; vacant rental or lease space may also receive time extensions as determined by the Planning Commission, however, all such signs shall be removed when escrow is closed or a transaction is otherwise completed, or when space or property is removed from the market.
- C. Signs shall be located on the premises which they advertise.

- D. No sign shall exceed one hundred square feet in area.
- E. A maximum of two signs shall be permitted in any subdivision or development twenty acres or less, based on a formula of fifteen square feet of sign area per acre for the combined total of such subdivision or development. On subdivisions or developments involving more than twenty acres, one additional sign shall be permitted for each additional five acres, but not exceeding a total of four signs.
- F. Identification signs containing the tract or development name shall be permitted provided there shall be not more than one such sign for each three lots or sites. Such signs shall not exceed four square feet.
- G. Signs shall be permitted on the same lot or site with a model home provided the signs do not exceed four in number and ten square feet in area. Such signs shall be removed after the developer concludes the initial sale of the lots, sites, or homes to their initial owners.
- H. All signs which are erected for a period of one hundred eighty days or more shall be of permanent construction, such as wood or similar material. (Ord. 485 § 2 (part), 1992; Ord. 370 § 1 (part), 1987)

17.14.170 Permanent Off-Site Directional Signs Permitted When

Permanent off-site signs utilized to direct pedestrians or motorists to a particular location may be permitted, subject to Planning Commission approval, under the following conditions:

- A. Such signs shall not exceed four square feet.
- B. Lighted signs may be permitted if located not closer than one hundred feet to a residence.
- C. Such signs shall be permitted in any zone to direct traffic to I zone uses.
- D. No such directional sign shall be placed on public rights-of-way without prior approval of the City Council.

17.14.180 Freestanding Announcement Signs Permitted When

Churches, schools or other public or institutional uses may maintain freestanding announcement signs or bulletin boards not to exceed eight feet in height or six feet in length, inclusive of supporting structures. Freestanding announcement signs or bulletin

boards of such dimensions (eight by six feet or less) shall be located within a landscaped area of not less than thirty-two square feet with one dimension being at least four feet.

17.14.190 Political signs.

- A. Definition. "Political sign," as used in this section, shall mean any sign, advertising structure, or display which communicates any message or idea identifying, supporting, opposing, promoting, conveying a position upon, or relating to any candidate for public office or proposition or issue connected with any local, state or national election.
- B. Placement and Installation. Political signs are permitted in any zone subject to standards set forth in this section.
- C. Prior to the placement of any political sign within the City, the candidate for public office, the proponents or opponents of ballot issues, or the various committees connected therewith shall file with the Community Development Department an application for the posting of such signs; shall agree, in writing, to the voluntary removal of all such signs within ten calendar days from the conclusion of the election and identify a person responsible for such removal; and shall reimburse the City for all costs associated with the removal, storage and/or destruction of such signs. No political sign shall be installed or displayed sooner than sixty days preceding the election for which the permit has been issued.
- D. No political sign shall exceed eight square feet in total area, except that a double-faced sign, not exceeding eight square feet on each side, shall be permitted.
- E. No political sign shall be placed without the per-mission of the property owner.
- F. No political sign shall be placed or affixed to a tree, fence, post, utility pole, equipment, nor any structure by any means.
- G. No political sign shall be posted on any public property or in the public right-of-way.
- H. All political signs shall be properly maintained and kept in good repair at all times.
- I. No political sign shall be posted in violation of any other provision of this code.

- J. No political sign shall be placed so as to block line of sight for traffic at corners.
- K. The City Manager or his designated representative shall have the right to remove all signs placed contrary to the provisions of this section.

17.14.200 Nonpublic Directional Signs – Permitted

Nothing contained in this chapter shall prevent the erection, location, or construction of signs on private property when such signs satisfy each of the following conditions:

- A. Such signs are not designed to be viewed from any street, highway or public place; and
- B. Internal directional signs.

17.14.210 Prohibited Signs.

The following signs are prohibited; exceptions are noted within applicable categories:

- A. Signs that direct artificial light at residences: No lighted or luminous sign shall be so constructed, erected or placed so as to direct or reflect artificial light onto any structure used exclusively for residential purposes.
- B. Flashing and animated signs: signs that flash, rotate, gyrate, blink, emit smoke or fumes or move in any fashion are prohibited except for signs that provide public information such as time and temperature or digital message boards and barber poles. A digital message board requires a conditional use permit.
- C. Traffic hazards: Any sign which, by reason of its size, location, movement, content, coloring, or manner of illumination, constitutes a traffic hazard or a detriment to traffic safety by obstructing the vision of drivers, or by directing or tending to direct the attention of the drivers of moving vehicles from the traffic movement on the public street and highways shall be prohibited. All signs shall be located in a manner to assure that sight distance is not impaired at all locations for vehicular traffic to and from the premises.
- D. Projections into right-of-way, blocked doors and windows; no sign shall extend, project, or protrude into any public right-of-way, except that directional signs may be permitted. No sign or supports, braces or guys therefore shall be erected so as to cover the doors, windows, of any building or otherwise to prevent ingress and egress to or from any window or door.

- E. Signs on natural features: No sign shall be located and maintained upon trees or painted or drawn on rocks or other natural features.
- F. Advertising signs on vehicles: No person shall park any vehicle on a public right-of-way or in a location on private property which is visible from a public right-of-way which has attached thereto, or suspended there from, any advertising or directional sign, except a sign decoratively painted directly on, or permanently attached or affixed to, the body or other integral part of the vehicle. Exception shall be vehicles owned and offered for sale by the owner.
- G. Roof signs: Roof signs are prohibited.
- H. Supergraphics: Supergraphics are prohibited.

17.14.220 Maintenance Required

All signs and sign structures shall be periodically inspected and maintained at reasonable intervals, including the replacement of defective parts, painting, repainting, cleaning, and other acts required to maintain the sign. The Community Development Department shall require corrections or removal of any sign deemed to be in violation.

17.14.230 Business Signs Permitted on Premises Only

Unless otherwise expressly provided in this chapter, no sign shall be erected or used for business purposes of any kind except such signs as shall be located on a place of business enterprise, or calling and used solely for the naming, designating, or identifying of such business, enterprise, calling products or services available on or within such *premises*.

17.14.240 Nuisance Abatement Permitted When

In addition to the penalties provided for violation of this chapter, any condition caused or permitted to exist in violation of any of the provisions of this chapter shall be deemed a public nuisance and may be abated. (Ord. 370 § 1 (part), 1987)

17.14.250 Nonconforming sign removal required when.

- A. Signs which do not conform to the provisions of this chapter shall be removed or reconstructed to conform with the provisions of this chapter when the business for which the sign was intended to advertise has ceased to be in operation for sixty consecutive days.
- B. Any structure change or alteration of any sign or other advertising structure

lawfully erected prior to the date of adoption of this chapter shall be subject to the approval of the planning commission and shall conform to the requirements of this Anything contained in this chapter to the contrary notwithstanding, any sign erected in violation of the laws in effect at the time of erection shall be an illegal sign and shall be removed forthwith. No non-conforming sign which is destroyed or which is damaged to an extent in excess of fifty percent of its replacement cost shall be replaced except by a sign *which conforms* to the provisions of this chapter. The determination of what constitutes replacement cost shall be made by the building official.

17.14.260General

- A. Activities which have at least two street frontages, one of which is a freeway, and have sides of buildings which are substantially exposed to direct view, by the general public, from the street, may use its allocated sign square footage, and bonus area if any, to add a sign on the non-street side of a building in accord with all usual requirements for such signs which face the street and freeway.
- B. All painted signs must be aesthetically pleasing and be accomplished in a professional manner.
- C. Multiple signs of differing sign types may trade between the allowable sign types so long as the total allowable square footage is not exceeded (i.e., a project permitted two wall signs and two monument signs may elect to have three signs of one type and one of the other; or all signs must be compatible with the architectural style and materials of the structures on the parcel. Development proposals shall have a sign plan approved by the City prior to the issuance of any sign permit and all signs shall be in conformance to the approved sign plan. Superior sign design may be allocated an additional sign square footage (bonus) not to exceed ten percent of the base allocation. Sign plans for all development proposals must be submitted at the same time as other required permit application information is provided to the community development office. This shall include applications for planning and development permits including but not limited to precise plans of design and conditional use permits.
- D. A portion of one approved permanent sign per use may contain changeable copy when such copy does not exceed twenty-five percent of the total sign area of the sign.